

Amendments to the Specification

Please replace the paragraph beginning on page 10, line 24, of the specification with the following paragraph:

B1
Fig. 2 illustrates a collection of lists 76. Each list 76 corresponds to a respective web service 154. Representative web services 154 include portals, search engines, or any computer program that allows users to enter search strings 80. Each web service maintains a search log 158 of the search queries received by that service, and either periodically or at the request of the server 24 sends the search log, or a list ~~of~~ of search queries extracted from the search log (e.g., the log records for a specified period of time) to the server 24. The server 24, as part of the process of producing its frequency database, distills the search log or list received from each web service into a frequency list, which indicates the number of times each search string or term has been submitted in search queries to the participating web service. The search lists received from a web service may include additional information, such as the ip address of the requester, and that information may be taken into account in the distillation process, for instance by removing from the search list duplicate searches received from the same requester (i.e., from the same ip address).

Please replace the paragraph beginning on page 14, line 33, of the specification with the following paragraph:

B2
In processing step 416, web services 154 identified in processing step 414 are used to create directed content, and that directed content is then transmitted to the client computer that submitted the request in steps 406, 408 and 410. In one embodiment, web services 154 receiving the best scores in processing step 414 are categorized. Then, advertisements that correspond to these categories are sent to browser 54 of the client computer (Fig. 1) for display in processing step 418. In another embodiment, links to web services 154 receiving high scores are sent to the browser 54 of the client computer for display in processing step 418. The display of such links is highly advantageous because it provides the user with quick access to web services 154 most likely to contain useful information. In yet another embodiment, the query entered by the user in processing step 410 is routed to an instance of

B2
the web service 154 that received a high or best score during processing step 414. The response generated by the web service 154 after routing the query to the web service is then incorporated into a directed advertisement that is transmitted to the browser 54 of the client computer. This type of embodiment is advantageous in a number of different situations. For example, consider a case in which the query provided by a user during processing step 410 is "Harry Potter" during a period of time in which "Harry Potter" is a component of a the title of a best selling paperback book. In all likelihood, an ~~on-line~~ on-line book service such as Amazon.com will receive a high score during processing step 414 as numerous users request information on "Harry Potter" books. By routing the query terms "Harry Potter" to the Amazon.com query engine, the titles of available Harry Potter books are obtained and used as the basis of an advertisement that is transmitted to the client computer browser 54 for display during processing step 418.
